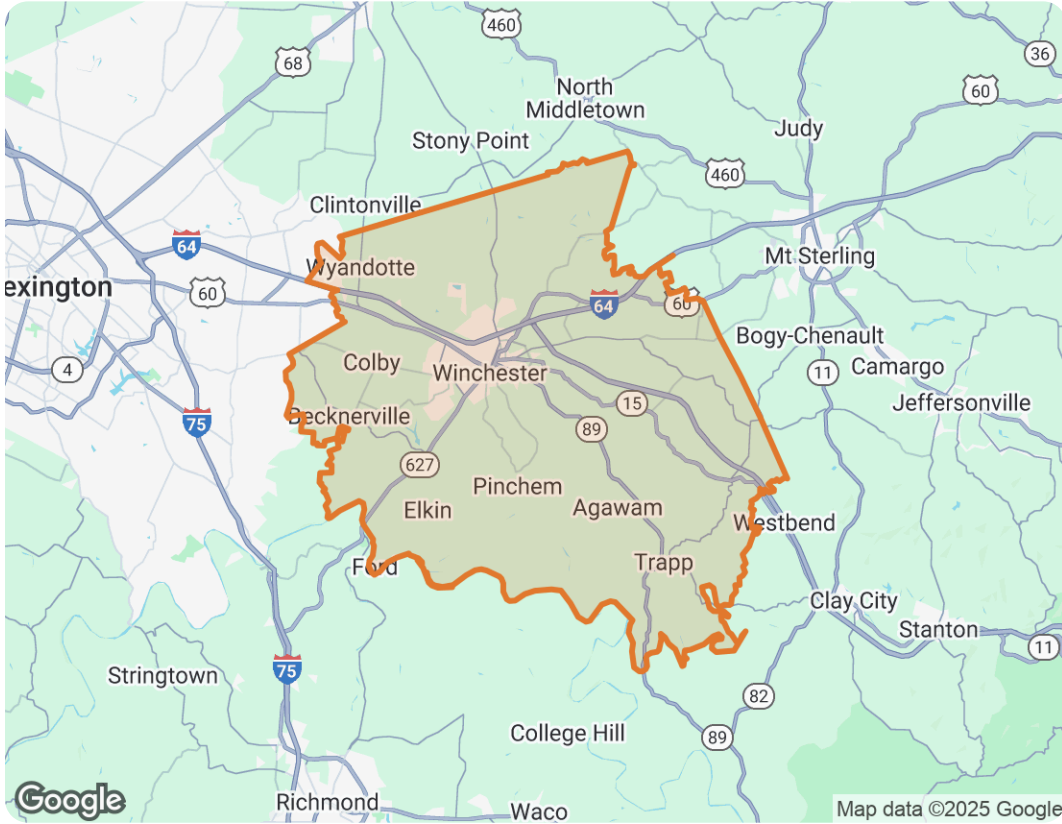


# Winchester, KY 40391

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## Stuart Stebleton

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🌐 <http://www.TheGibsonCompany.com>

# Trade Area Summary

## Attribute Summary for Winchester, KY 40391

<b>Median Household Income</b>	<b>Median Age</b>	<b>Total Population</b>	<b>1st Dominant Segment</b>
<b>\$63,513</b>	<b>41.9</b>	<b>36,776</b>	<b>Middleburg</b>
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

## Consumer Segmentation

**LIFE MODE - What are the people like that live in this area?**

**Family Landscapes**

Successful young families in their first homes

**URBANIZATION - Where do people like this usually live?**

**Semirural**

The most affordable housing—in smaller towns and communities located throughout the country

Top Tapestry Segments	Middleburg	Small Town Sincerity	Comfortable Empty Nesters	Traditional Living	Front Porches
% of Households	2,390 (16.0%)	1,939 (13.0%)	1,259 (8.4%)	1,094 (7.3%)	1,020 (6.8%)
Lifestyle Group	Family Landscapes	Hometown	GenXurban	Hometown	Middle Ground
Urbanization Group	Semirural	Semirural	Suburban Periphery	Metro Cities	Metro Cities
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family; Multi-Units
Household Type	Married Couples	Singles	Married Couples	Married Couples	Married Couples
Average Household Size	2.69	2.24	2.48	2.43	2.5
Median Age	37.6	41	46.4	36.7	36.5
Diversity Index	60.4	59.4	47	66.4	70
Median Household Income	\$83,700	\$44,000	\$97,600	\$53,000	\$61,900
Median Net Worth	\$277,100	\$54,700	\$509,700	\$92,400	\$88,000
Median Home Value	\$306,900	\$148,300	\$323,300	\$130,100	\$302,500
Homeownership	76.1	52.5	87.4	59.3	49.5
Employment	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial	Services or Professional	Services or Professional
Education	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma	High School Diploma
Preferred Activities	Spending priorities also focus on family. Enjoy hunting, fishing, bowling and baseball.	Community-oriented residents. Enjoy outdoor activities like hunting and fishing.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Enjoy outdoor activities and taking trips to the zoo. Fast-food devotees.	Seek adventure and strive to have fun. Go online for gaming and watching movies.
Financial	Carry some debt; invest for future	Price-conscious consumers that shop accordingly	Portfolio includes stocks, CODs, mutual funds and real estate	Carry credit card balances, have personal loans	With limited incomes, price is more important than brand
Media	TV and magazines provide entertainment and information	Rely on television or newspapers to stay informed	Listen to sports radio; watch sports on TV	TV is seen as the most trusted media	Watch Comedy Central, Nickelodeon, PBS Kids Sprout
Vehicle	Like to drive trucks, SUVs, or motorcycles	Own, maintain domestic trucks, ATVs	Own 1-2 vehicles	Own 1-2 vehicles	Own just one vehicle

## Consumer Segment Details

About this segment

### Middleburg

Ranked

**1st**

dominant segment  
for this area

In this area

**16.0%**

of households fall  
into this segment

In the United States

**3.1%**

of households fall  
into this segment

### Who Are They?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

### Neighborhood

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$175,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

### Socioeconomic Traits

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here, faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

### Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

## Consumer Segment Details

About this segment

### Small Town Sincerity

Ranked

**2nd**

dominant segment  
for this area

In this area

**13.0%**

of households fall  
into this segment

In the United States

**1.8%**

of households fall  
into this segment

### Who Are They?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

### Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied. Median home value of \$92,300 is about half the US median.
- Average rent is \$639.
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

### Socioeconomic Traits

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

### Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking, frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

# Winchester, KY 40391

## Consumer Segment Details

About this segment

### Comfortable Empty Nesters

Ranked

### 3rd

dominant segment for this area

In this area

### 8.4%

of households fall into this segment

In the United States

### 2.4%

of households fall into this segment

### Who Are They?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

### Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

### Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

### Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

# Winchester, KY 40391

## Consumer Segment Details

About this segment

### Traditional Living

Ranked

**4th**

dominant segment  
for this area

In this area

**7.3%**

of households fall  
into this segment

In the United States

**1.9%**

of households fall  
into this segment

### Who Are They?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

### Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households.
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940.
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very Short.
- Households have one or two vehicles.

### Socioeconomic Traits

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

### Market Profile

- Shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

# Winchester, KY 40391

## Consumer Segment Details

About this segment

### Front Porches

Ranked

**5th**

dominant segment  
for this area

In this area

**6.8%**

of households fall  
into this segment

In the United States

**1.6%**

of households fall  
into this segment

### Who Are They?

Front Porches are a blend of household types, with more young families with children and more single households than average. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle, but it is used only when needed.

### Neighborhood

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

### Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

### Market Profile

- Go online for gaming, watching movies, employment searches, and posting pics on social media.
- Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, playing board games and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

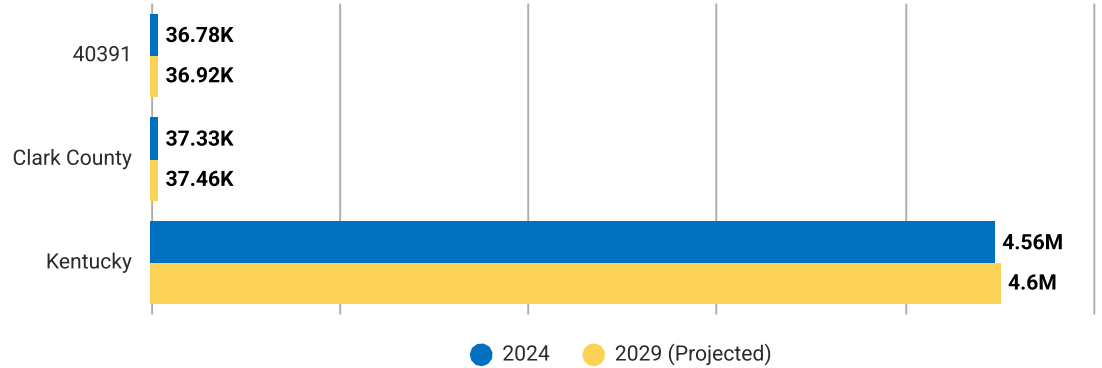
# Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

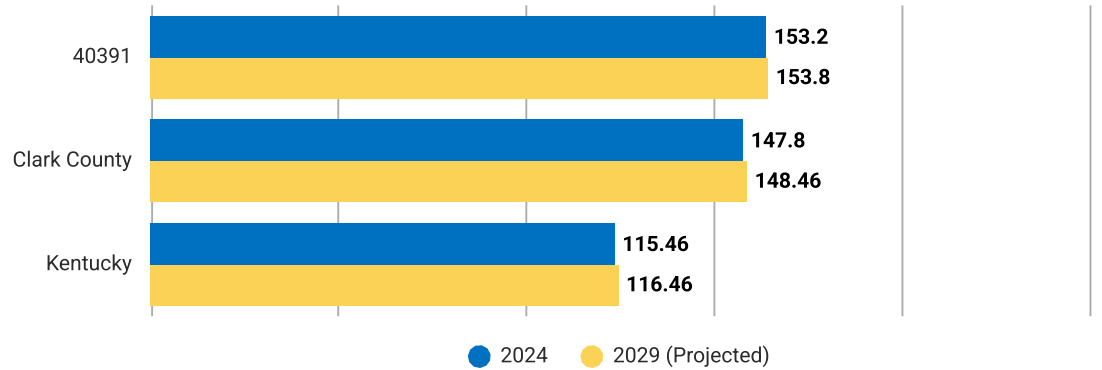
## Total Population

This chart shows the total population in an area, compared with other geographies.



## Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



## Total Daytime Population

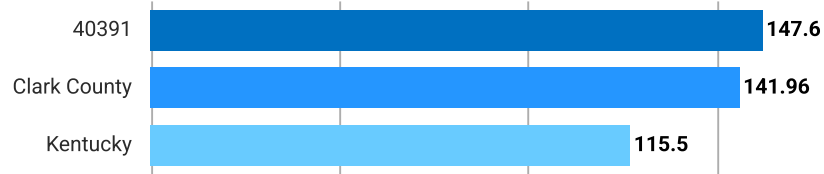
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



# Winchester, KY 40391

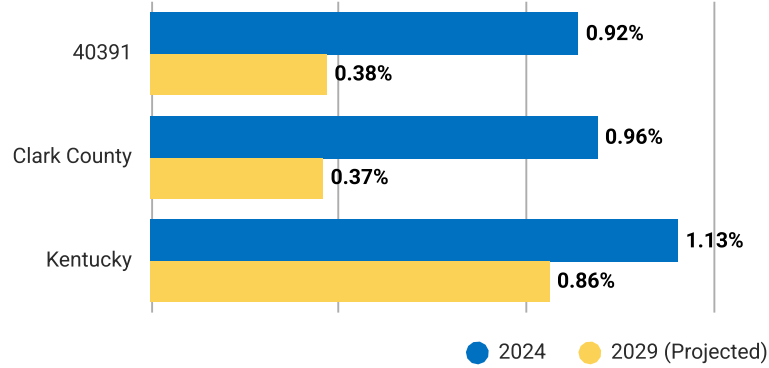
## Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



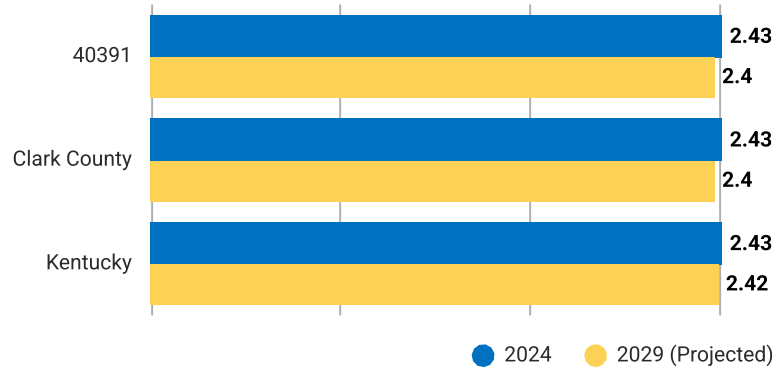
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



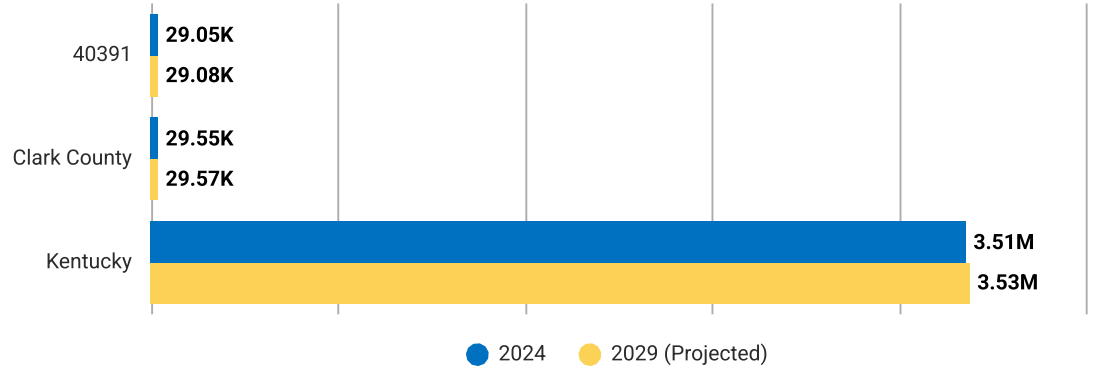
## Average Household Size

This chart shows the average household size in an area, compared with other geographies.



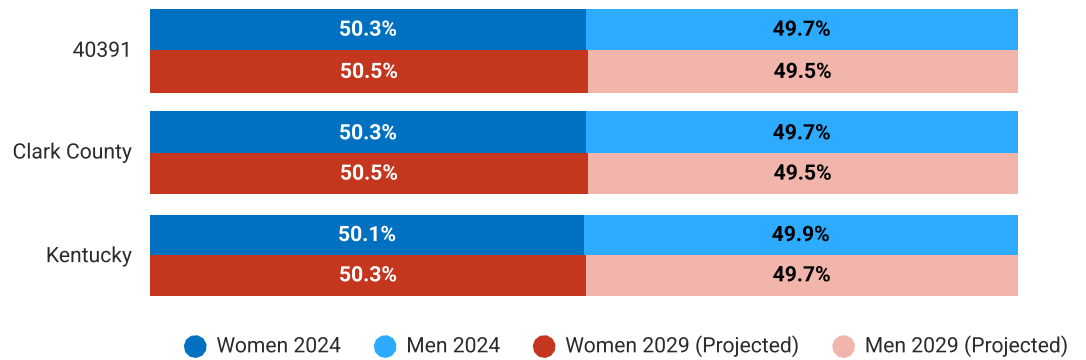
## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



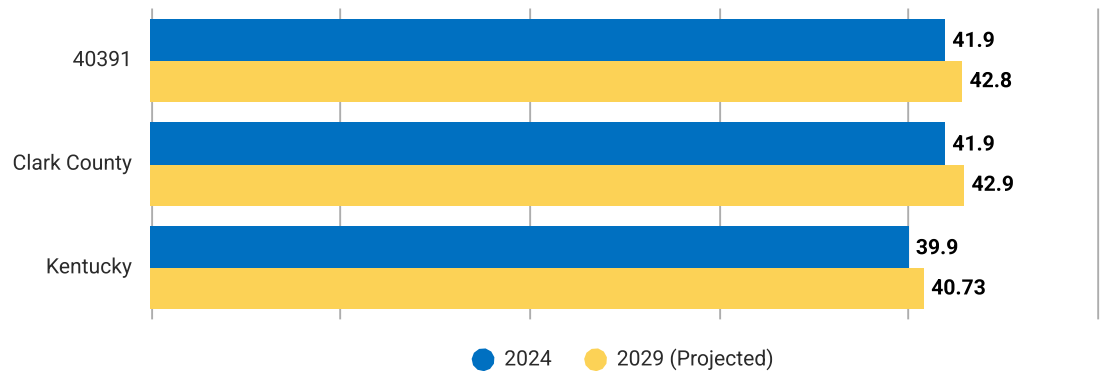
## Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

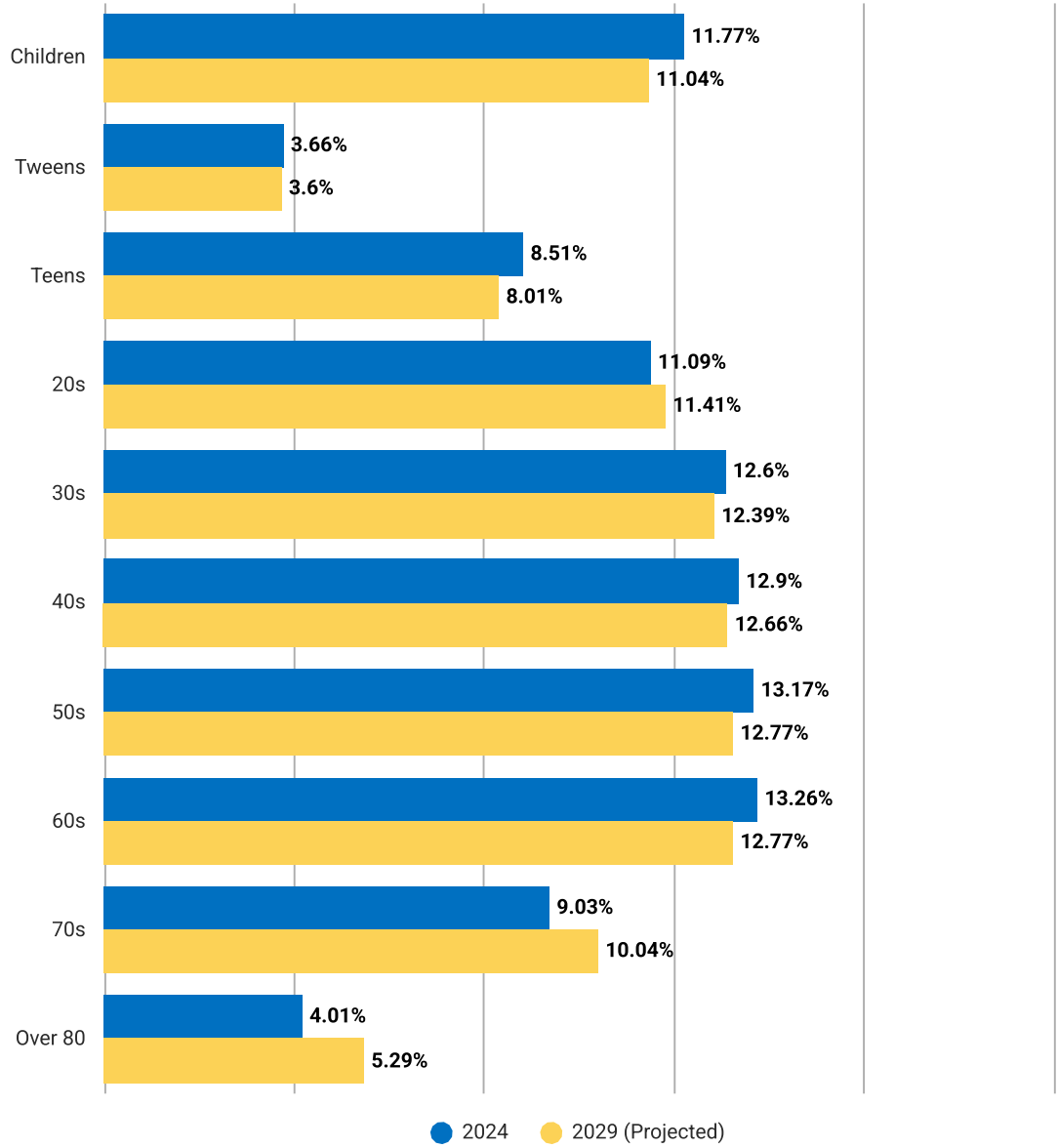
## Median Age

This chart shows the median age in an area, compared with other geographies.



## Population by Age

This chart breaks down the population of an area by age group.



## Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

## Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



## Married

This chart shows the number of people in an area who are married, compared with other geographies.



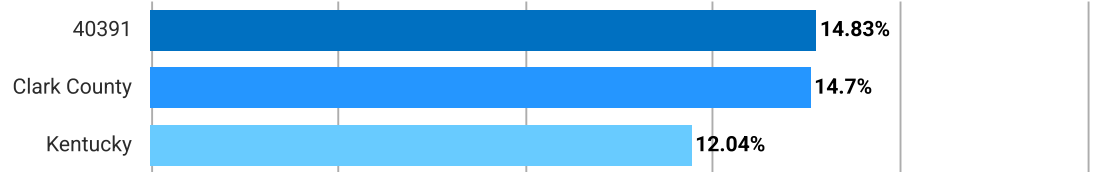
## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



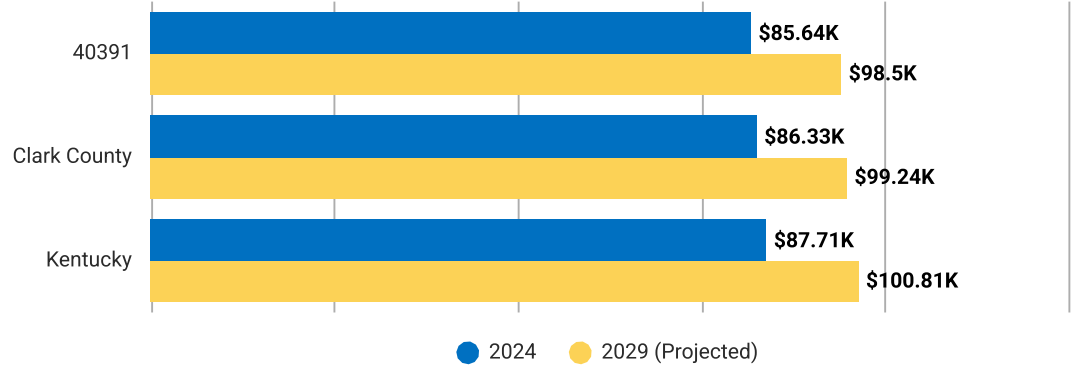
## Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

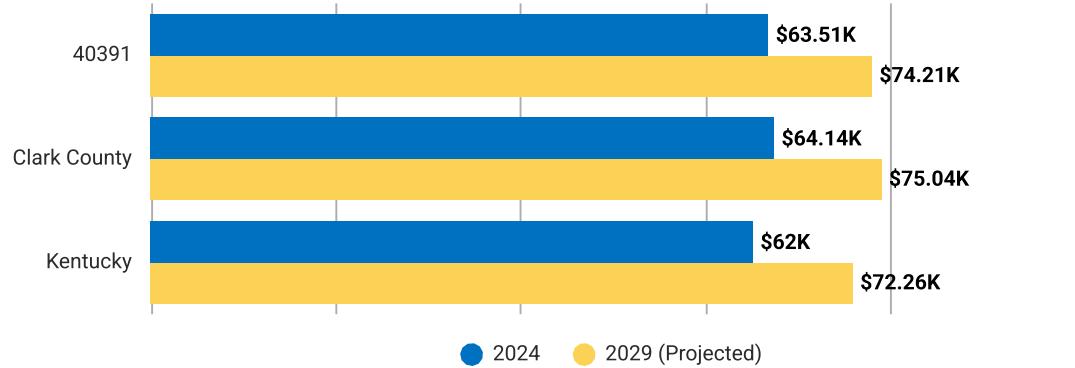
### Average Household Income

This chart shows the average household income in an area, compared with other geographies.



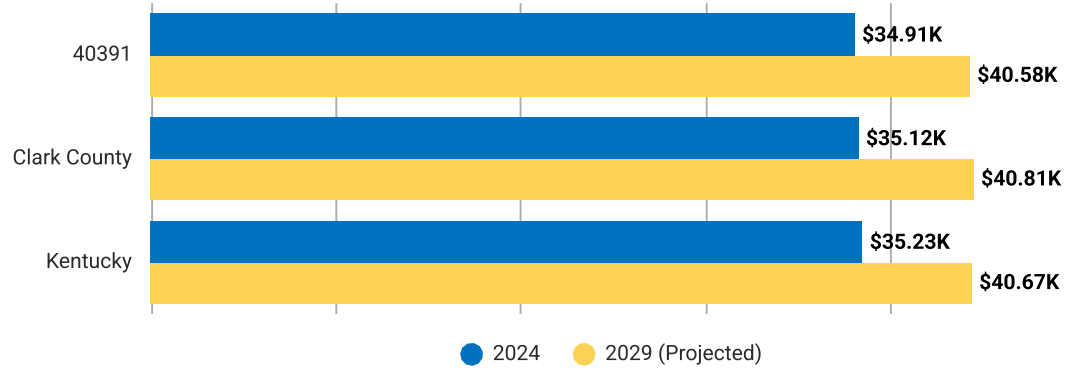
### Median Household Income

This chart shows the median household income in an area, compared with other geographies.



### Per Capita Income

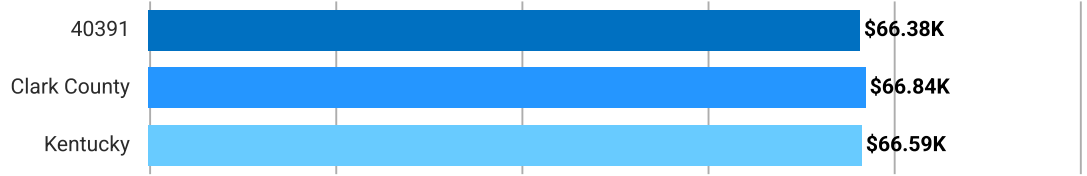
This chart shows per capita income in an area, compared with other geographies.



# Winchester, KY 40391

## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



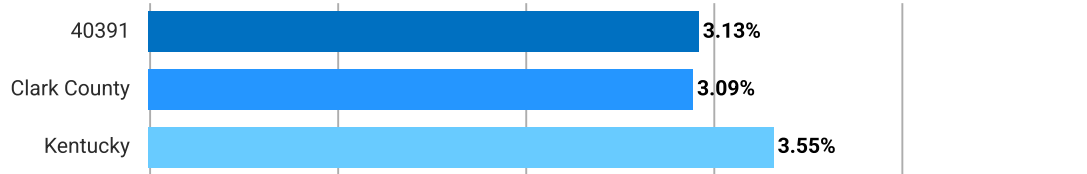
## Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

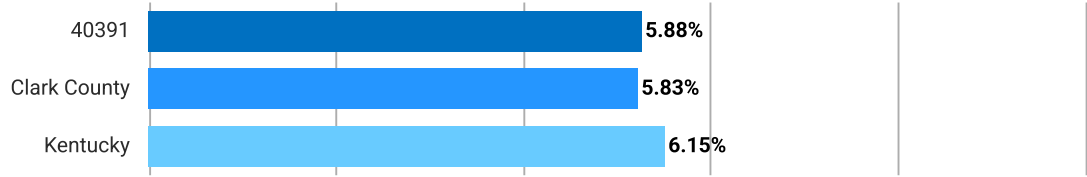
### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



### Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



### High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



### High School Graduate

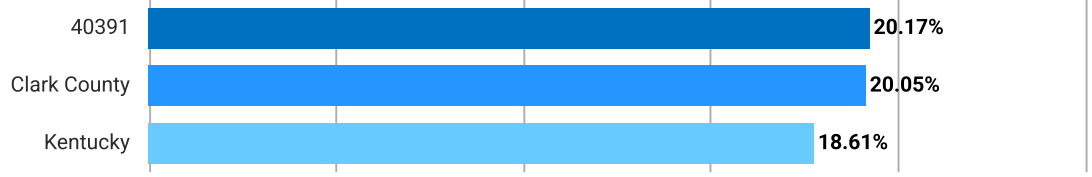
This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



# Winchester, KY 40391

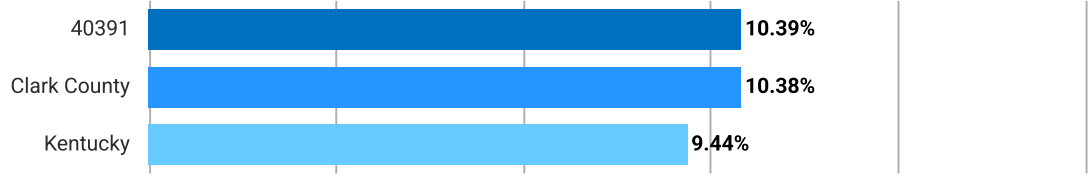
## Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



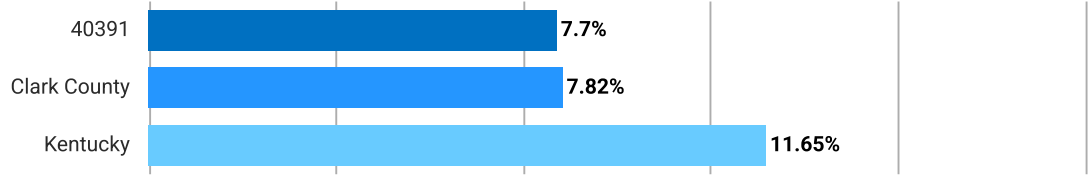
## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



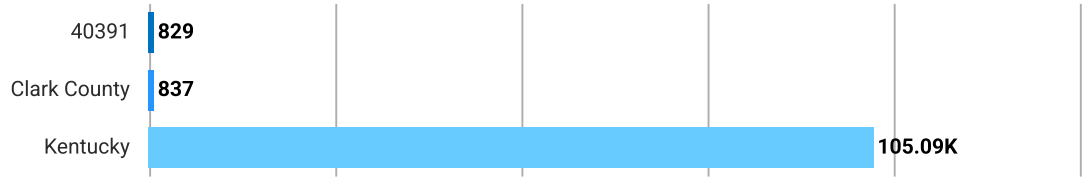
## Economy

### Unemployment Number

This chart shows the number of unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



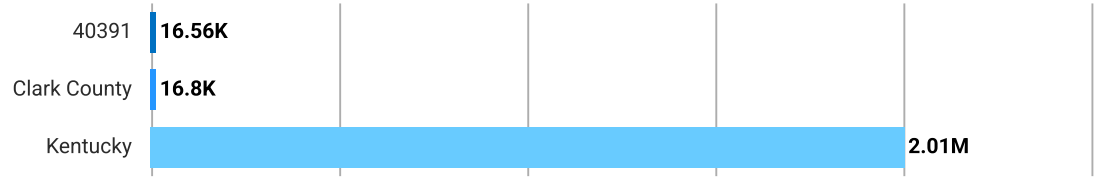
# Winchester, KY 40391

## Employment Number

This chart shows the number of employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

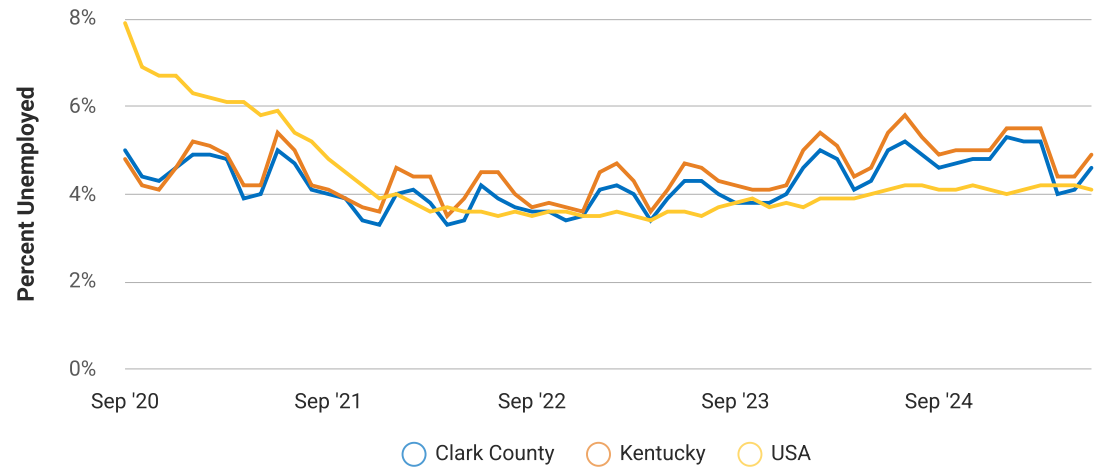


## Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



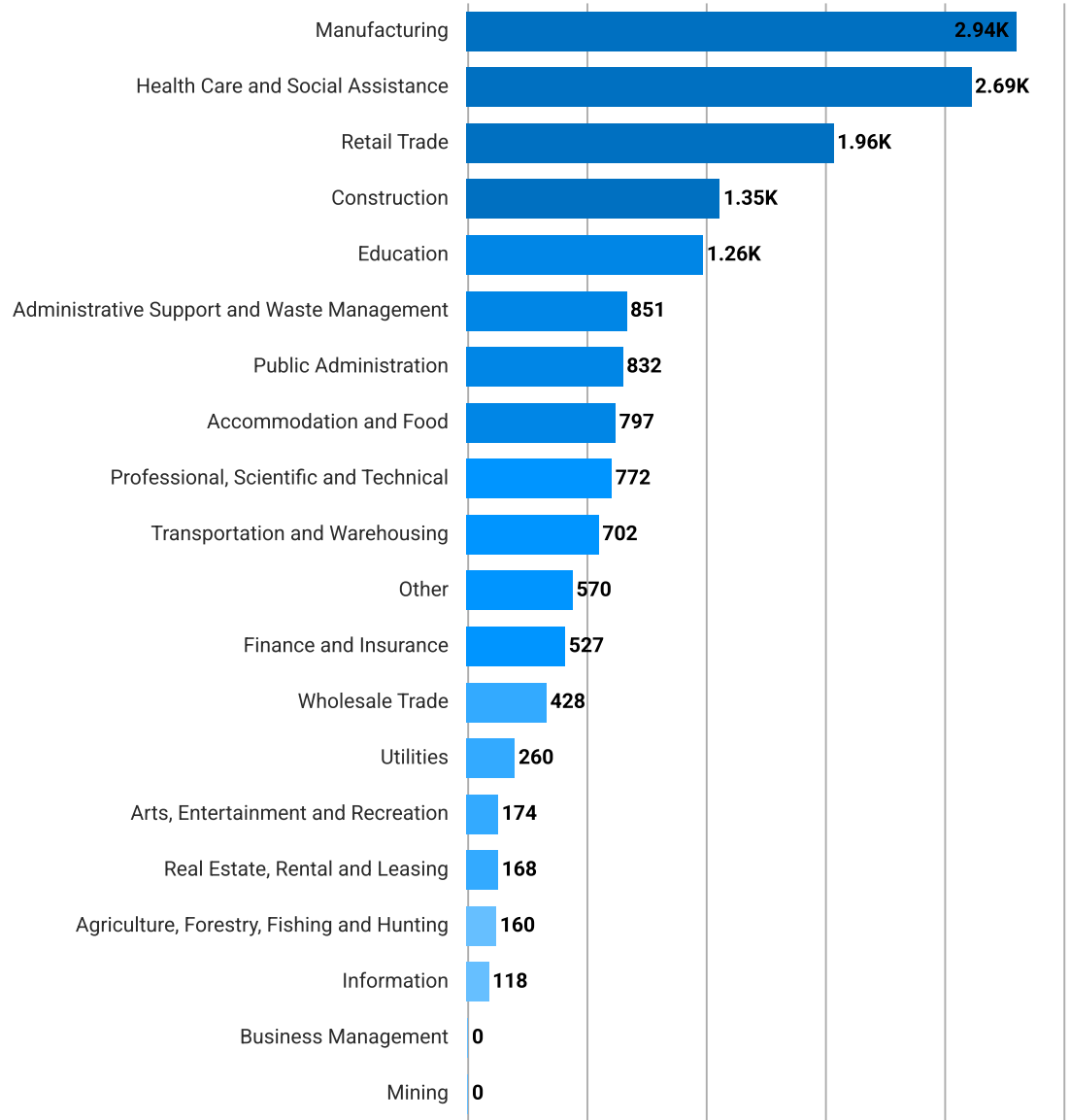
# Winchester, KY 40391

## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



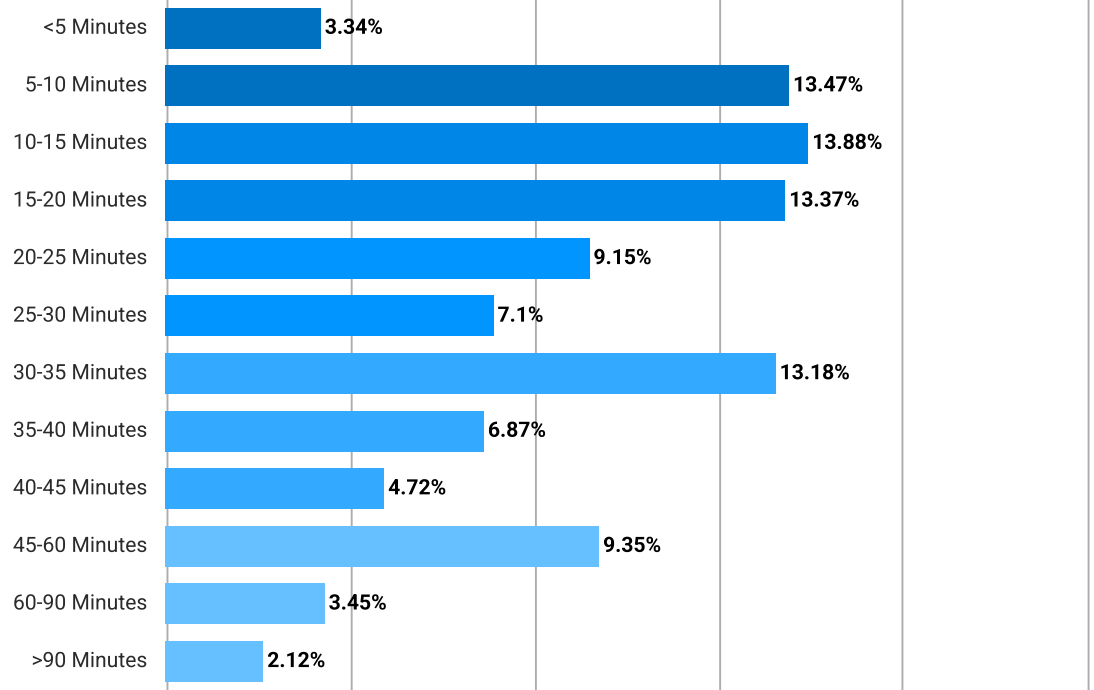
# Commute to Work

## Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

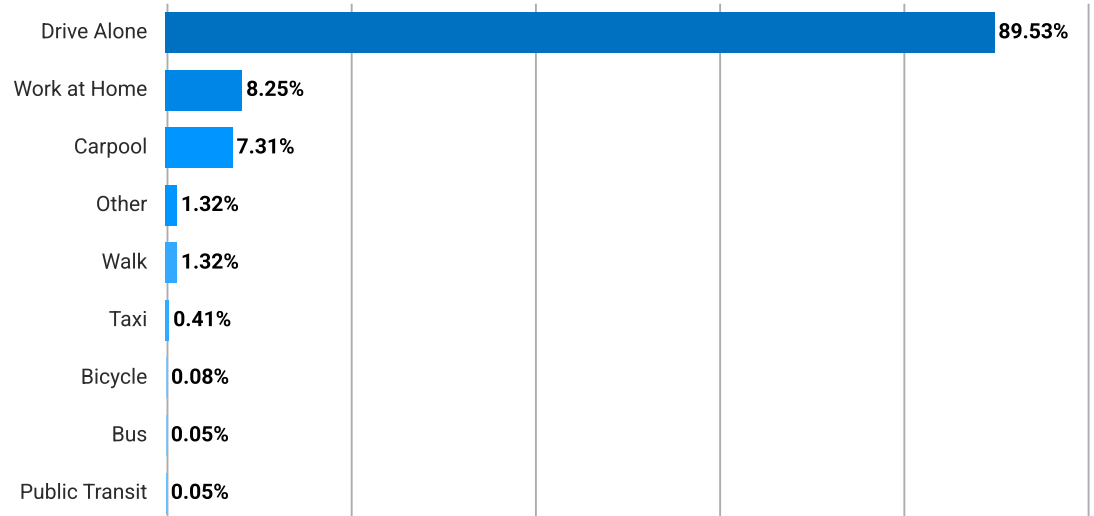


## How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



## Home Values

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.



Source: Listing data

Update Frequency: Monthly

### 12 mo. Change in Median Listing Price

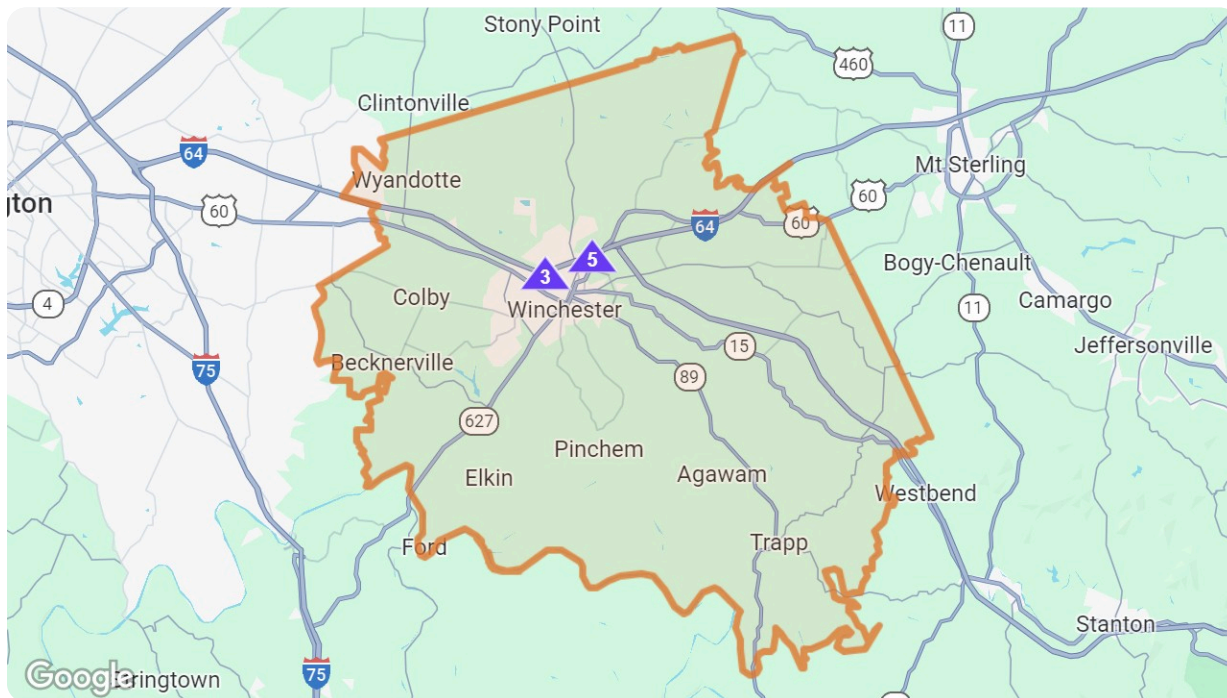
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

## Traffic Counts



### Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

### Traffic Counts by Highest Traffic Count

▲ **48,189**

I- 64

2024 Est. daily traffic counts

Cross: Paris Rd  
 Cross Dir: E  
 Distance: 0.96 miles

Historical counts

Year	▲	Count	Type
2015	▲	47,789	AADT
2010	▲	43,400	ADT
2009	▲	43,400	ADT
2007	▲	45,177	ADT
2002	▲	46,866	ADT

▲ **45,549**

I 64

2024 Est. daily traffic counts

Cross: Virginia Ave  
 Cross Dir: S  
 Distance: -

Historical counts

Year	▲	Count	Type
2021	▲	44,822	ADT

▲ **45,549**

I 64

2024 Est. daily traffic counts

Cross: Virginia Ave  
 Cross Dir: S  
 Distance: 0.05 miles

Historical counts

Year	▲	Count	Type
2022	▲	45,127	AADT

▲ **45,058**

I 64

2024 Est. daily traffic counts

Cross: I- 64  
 Cross Dir: NE  
 Distance: 0.37 miles

Historical counts

Year	▲	Count	Type
2022	▲	44,640	AADT

▲ **45,058**

I 64

2024 Est. daily traffic counts

Cross: I- 64  
 Cross Dir: NE  
 Distance: -

Historical counts

Year	▲	Count	Type
2021	▲	43,948	ADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

## About RPR

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